

Beaverton SAFE  
TV/Radio Commercial - #1  
June 2005

hot	Description	Detail	Length of Time
1	Opening	<p>Graphic: “We Thought You’d Like to Know About...  Beaverton SAFE”</p> <p>Voice Over: “The City of Beaverton is proud to announce the Beaverton SAFE program. The Beaverton SAFE program is a public education campaign to inform senior citizens about the dangers of consumer fraud targeted specifically at senior citizens.”</p>	<p>20 seconds</p> <p>TOTAL Time: 20 seconds</p>
2	SAFE Acronym Explanation	<p>Graphic: “Beaverton SAFE  Beaverton Seniors Aware and Fighting Fraud Effectively”</p> <p>Voice Over: “Beaverton SAFE stands for Beaverton Seniors Aware and Fighting Fraud Effectively. Over the next several months, the City of Beaverton will be shining a spotlight on consumer fraud scams that prey on senior citizens.”</p>	<p>12 seconds</p> <p>TOTAL Time: 32 seconds</p>

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3	Telemarketing Introduction	<p>Graphic:</p> <p>“14,000 illegal telemarketing operations are in progress every day throughout the U.S.....According to the FBI”</p> <p>“One-third of all telemarketing fraud victims are age 60 or older.....National Consumer League”</p> <p>Voice Over:</p> <p>“One of the biggest scams currently targeting senior citizens are telephone marketing scams. Approximately 14,000 illegal scams are in operation daily throughout the U.S. and one-third of the targeted victims are senior citizens.”</p>	<p>13 seconds</p> <p>TOTAL Time: 45 seconds</p>
4	Seniors As Targets	<p>Graphic:</p> <p>“Seniors As Targets</p> <ul style="list-style-type: none"> <li>*Opportunity</li> <li>*Targeted Relentlessly</li> <li>*Hard to Hang Up</li> <li>*Too Trusting</li> <li>*We All Want to Believe”</li> </ul> <p>Voice Over:</p> <p>“Why are seniors such large targets for these scams?”</p>	<p>40 seconds</p> <p>Total Time: 1 minute 25 seconds</p>

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		<p>There are a lot of reasons why senior citizens are being targeted. First, they are home to receive the calls. Second, seniors are targeted relentlessly. Criminals do not care about their well-being. They believe older people have saved money and can be easily scammed. Some seniors have a hard time hanging up or being perceived as rude to callers. Seniors can be too trusting – and the criminals are smooth – they are well rehearsed and know how to prey on a victim’s kindness and good intentions. Finally, senior citizens are like all of us – we all want to believe that something lucky is coming our way – whether it is “winning that vacation or sweepstakes” – it is easy to be seduced by a guaranteed win.</p>	
5	Senior Call Victim	<p>Voice Over:</p> <p>“Watch as one senior citizen gets lured into one of these phone calls.”</p> <p>Shot:</p> <p>Senior Citizen answering a phone call.</p> <p>“Yes, this is she. No, I don’t remember registering for a prize. Oh my, I’ve won a week’s stay in Florida. Okay so what information do you need to confirm my reservation?”</p>	<p>20 seconds</p> <p>TOTAL Time: 1 minute 45 seconds</p>

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6	Red Flags	<p>Graphic:</p> <p>“Red Flags of a Scam            *A promise to win money easily;            *A demand to act immediately or lose out;            *A refusal to send information in writing;            *An attempt to scare;            *Insistence on sending money;            *Refusing to stop calling.”</p> <p>Voice Over:            “There are many signs to be on the lookout for to avoid telemarketing scams. These are just a few of the red flags. Be wary of promises or guarantees to win or make money easily. There are no sure things. Avoid high pressure situations where someone is trying to get you to “act now or miss out forever”. Do not trust anyone who refuses to send information to you in writing BEFORE you commit. Do not trust callers who try to scare you or get you to send money immediately. If you are “required” to pay first before getting detailed information about the offer – it is most likely a scam.”</p>	<p>35 seconds</p> <p>TOTAL Time: 2 minutes 20 seconds</p>
7	Charity Scams	<p>Graphic:</p> <p>“Only give to charitable organizations YOU contact.”</p> <p>“Contact the Office of the Secretary of State to confirm</p>	<p>35 seconds</p> <p>TOTAL Time: 2 minutes 55 seconds</p>

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		<p>a Non-Profit's status if you are in doubt.  <a href="http://www.filinginoregon.com">www.filinginoregon.com</a> or  (503) 986-2200</p> <p>Voice Over:  Many seniors are tricked into giving away valuable personal financial information, such as credit card numbers under the guise of a phony charity. Beware of unsolicited phone calls from so-called charitable organizations. Criminals have been known to pose as a firefighters or police organization to prey on our charitable kindness. Whenever there is a major disaster or great need, criminals will co- opt any opportunity to steal from honest citizens. It is best to only give to charitable organizations that YOU have sought out and that have a good track record. You may contact the Oregon Secretary of State's Office to verify the status of any non-profit organization.</p>	
8	Must Avoid List	<p>Graphic:</p> <p>"Always Avoid the Following:  *Never give away your credit card number;  *Never give up personal information to a caller to identify yourself such as social security number, date of birth, or address;  *Never trust a company calling you to verify your information."</p>	<p>45 seconds</p> <p>TOTAL Time:  3 minutes 40 seconds</p>

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		<p>Voice Over:</p> <p>“One of the most critical steps senior citizens can take to protect themselves is to follow this simple rule: NEVER give personal identifying information over the phone to an unsolicited caller. This includes credit card numbers, social security numbers, or your date of birth, address or driver’s license.</p> <p>One of the more effective scams now are criminals posing as company officials whom you may do business with trying to update or verify your personal information. If someone calls you and says they are from the phone company, utility company, a government agency, or a bank – do not give them your information. Hang up and call that company back – using a number from one of your billing statements or from the phone book – and report the phone call you received. Odds are it was from a person trying to rob you and not from a company representative.</p>	
9	Senior Call Victim – Take 2	<p>Voice Over:</p> <p>“Watch as our senior citizen volunteer follows the steps we have discussed.”</p> <p>Shot:</p>	<p>15 seconds</p> <p>TOTAL Time: 3 minutes 55 seconds</p>

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		<p>"Yes, this is she. Really, well I know that I never registered for such a prize. No, I will not give you that information. Do not call me again."</p> <p>Hangs up.</p>	
10	For More Information	<p>Graphic:</p> <p>Beaverton SAFE Program: (503) 526-2632</p> <p>National Fraud Information Center: 1-800-876-7060</p> <p>National Do Not Call Registry: 1-888-382-1222</p> <p>Voice Over:</p> <p>"Thank you for listening. We thought you'd like to know about Beaverton's SAFE program – a public education campaign to alert senior citizens to consumer frauds and scams directly targeting seniors. For more information about this program, please call Beaverton SAFE at 503-526-2632.</p>	<p>12 seconds</p> <p>TOTAL Time: 4 minutes 7 seconds</p>